

7. (Previously presented) A method for funding an interactive network site, comprising the steps of:
- providing a question and answer forum on the network site for access by a user and an expert, the forum having a topic;
 - receiving responses from experts to questions generated during the forum by users;
 - receiving responses from peer review personnel reviewing the responses from the experts; and
 - receiving a payment from a third party for provision of the forum.
8. (Previously presented) A method for funding an interactive network site, comprising the steps of:
- providing a question and answer forum on the network site for access by at least one user and at least one expert, the forum having a topic;
 - receiving a question generated by a user during the forum and providing the user generated question to the expert; and
 - receiving a payment for the provision of the forum from a third party associated with a service independent of the network site; and
 - issuing a benefit concerning the third party service to the user.
9. (Original) The method in accordance with claim 8, wherein the benefit is comprises at least one of access to the forum, payment of a fee for accessing the network site, a discount on a product, a medical treatment, a drug, an insurance premium, a deductible, a co-payment contribution.
10. (Previously presented) The method in accordance with claim 8, wherein said issuing step comprises crediting the user at least one point based on at least one of a visit to the network site or another network site, a visit to a forum, an answered question, a purchase and providing personal information concerning the user.

11. (Original) The method in accordance with claim 9, further comprising accepting of at least one point in exchange for the benefit.

12. (Previously presented) A method for funding an interactive network site, comprising the steps of:

providing a question and answer forum on the network site for access by at least one user and at least one expert, the forum having a topic;

receiving a question generated by a user during the forum and providing the user generated question to the expert; and

receiving a payment for the provision of the forum from a third party associated with a service independent of the network site; and

issuing a benefit concerning the third party service to another party other than the third party, the user, and the expert.

13. (Original) The method in accordance with claim 12, wherein the third party is a drug manufacturer and the other party is one of a health maintenance organization and a pharmacy.

14. (Original) The method in accordance with claim 13, wherein the benefit to the other party is a discount on a drug.

15. (Withdrawn) The method of claim 8 wherein the third party service is insurance and the user has an insurance policy from the third party, comprising the steps of:

receiving the user's request for a second opinion from the expert concerning at least one of a medical treatment and a drug; and

the benefit comprising adjusting the insurance premium based on the user's solicitation of the second opinion.

16. (Withdrawn) The method in accordance with claim 15, further comprising transmitting the second opinion provided by the expert to the user in response to the request.

26. (Original) The method in accordance with claim 25, wherein the peer is one of an insurance case manager and a medical professional.

27. (Original) The method in accordance with claim 23, wherein the medical cost comprises at least one of a medical insurance premium, a drug treatment, and a medical treatment.

28. (Previously presented) A method for funding an interactive network site, comprising:
providing a question and answer forum on the network site for access by a user and an expert, the forum having a topic;
receiving a question generated by a user during the forum and providing the user generated question to the expert; and
displaying a banner advertisement on a page of the network site; and
receiving a fee for the banner advertisement, wherein the fee is based on a number of users accessing the network site.

29. (Original) A method for funding at least two interactive network sites, comprising the steps of:
providing a question and answer forum having a topic simultaneously on the network sites for access by users and experts, the network sites having less than all experts in common; and
receiving a payment from a third party sponsor for provision of the forums.

30. (Original) The method in accordance with claim 29, wherein each network site has at least one expert in common.

31. (Original) The method in accordance with claim 30, wherein the common expert is peer review personnel applying review criteria selected by the third party sponsor.

32. (Original) The method in accordance with claim 30, wherein the common expert is peer review personnel applying review criteria established independently of the third party sponsor.

33. (Original) The method in accordance with claim 30, wherein the common expert is one of an employee and a contractor of the third party sponsor.

34. (Original) The method in accordance with claim 30, wherein the third party sponsor is a pharmaceutical manufacturer and the networks sites are at least one of drug retailer network sites and health maintenance organization network sites.

35. (Previously presented) A method for funding a plurality of interactive network sites, comprising the steps of:

providing a plurality of question and answer fora for access by at least one user and at least one expert, each of the fora being generated at least one of the plurality of interactive network sites;

receiving a question from a user accessing the forum of one of said plural interactive network sites;

receiving a response by an expert to the question and a command signal as to the forum at which to post the response;

posting the response generated by the expert on a selective basis on any of the plural interactive network sites fora based on the command signal; and

receiving a payment from a third party for the provision of at least one of the fora.

36. (Original) The method in accordance with claim 35, wherein the command signal instructs that the response be posted only on the network site from which the question originated.

37. (Original) The method in accordance with claim 36, wherein the command signal instructs that the response be posted on the network site from which the question originated and on at least one other network site.

38. (Original) The method in accordance with claim 35, further comprising the steps of: receiving a response from peer review personnel reviewing the response of the expert and a command signal as to the network sites at which to post the response generated by the peer

review personnel; and posting the response generated by the peer review personnel on a selective basis on any of the plural interactive network sites based on the command signal.

39. (Original) The method in accordance with claim 38, wherein the command signal instructs that the response from the peer review personnel be posted only on the network site from which the question originated.

40. (Original) The method in accordance with claim 38, wherein the command signal instructs that the response from the peer review personnel be posted on the network site from which the question originated and on at least one other network site.

Claims 41-50 (Canceled).

51. (Previously presented) The method in accordance with claim 35, wherein the payment includes paying a fee for the user to access the forum.

52. (Previously presented) The method in accordance with claim 35, further comprising receiving a payment from a third party that provides a third party service associated with one of said network sites at which one of the question and answer fora is deployed.

Claims 53-56 (Canceled).

57. (New) The method of claim 1 further comprising receiving an answer from the expert on one of a real-time basis and at a later time.

58. (New) The method of claim 8 further comprising receiving an answer from the expert on one of a real-time basis and at a later time.

59. (New) The method of claim 12 further comprising receiving an answer from the expert on one of a real-time basis and at a later time.

60. (New) The method of claim 28 further comprising receiving an answer from the expert on one of a real-time basis and at a later time.